Eco Study Tours

learning experiences

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Welcome to Denmark, welcome to Region Zealand

In Denmark the environmental issue is on the agenda daily. Everywhere in Danish society people take action to support making the country green. A visit to Denmark is worthwhile if you want inspiration to improve the environment in your country.
In this magazine we have selected a part of Denmark namely Region Zealand, including the islands Lolland, Falster and Møn as an area easy to visit within a short drive from Copenhagen, the port of arrival for most visitors to Denmark.
The short distance between various attractions suggested in the magazine means you can visit more than one sight per day.
Come and visit the green side of Region Zealand. I am sure you will enjoy it.

Rector, Roskilde University

REGION SJÆLLAND

Green Experiences on Danish Islands: Zealand, Lolland, Falster and Møn

Denmark is in the process of becoming sustainable and meeting the challenges of today's world. Would you like to learn how we mitigate or adapt to climate change? There are many opportunities to experience the green side of Zealand, Lolland, Falster and Møn for your stay, technical visit or holiday. See the country from a different angle than through the car window driving on the motorway.

Visit renewable energy systems including bio-ethanol plants, wind farms, bio-fuelled CHP – Combined Heat & Power sites, organic farms and farm shops. Stroll around Eco-villages and talk with craftsmen, residents or builders. Visit some of the innovative waste handling stations and experience waste-for-energy technologies. Organic agriculture and sites from farm to fork are available for arranged tours. When you get hungry enjoy a meal at an organic restaurant or shop at an organic supermarket.

The Danish Way

In Denmark we have brought environment and health into everyday life and into the business world. Let us introduce you to rich experiences across Zealand, Møn, Lolland, and Falster. The combination of environmentalism and tourism has traditionally focused on reducing the environmental impact of tourism. We will take up the challenge and guide those who are interested in more.

We would like to draw attention to the many areas in which we use smart sustainable technology, use natural materials in new ways, and manufacture and design cleaner products. Let us show you how separation and recycling of waste takes place and how we use it for energy. Come and learn from our experiences with CHP and district heating, with developing renewable energy parks and with finding renewable energy solutions to housing. May we guide you to the the eco-dwellings to learn how we are mitigating climate change, and how we consider adaptation in water management.

All of this results from conscious efforts by citizens, businesses, researchers and politicians who have worked the length and breadth of the nation for 30 years to promote sustainable consumption and production. You will have the chance to meet experts, politicians and entrepreneurs and be guided by professionals.

Let us guide you through four themes:

- Renewable Energy and Energy Efficiency
- Eco Communities and Sustainable Dwellings
- Waste as resource
- Organic and biodynamic foods

Accommodation

We recommend you stay overnight and dine at some of the many eco-friendly hotels and hostels available:

If you land in Copenhagen, we recommend Hotel Guldsmeden, a Green Globe certified hotel, or Crown Plaza at Copenhagen Towers, full of sustainable innovations.
Hotel Scandic in Roskilde and Ringsted hold *The Swan* Nordic eco-label. Green Key Danhostels in the region are: Præstekilde Hotel at the island Møn, Menstrup Kro in Næstved, Comwell in Sorø and Roskilde, Hotel Klinten in Rødvig and the Green key Danhostels in Kalundborg, Sorø, and Skælskør. More information www.visiteastdenmark.com

For groups above 8 participants we also recommend the manor house Jomfruens Egede, a medieval architectural pearl set in the beautiful landscape of Southern Zealand. www.jomfruensegede.dk

Renewable Energy and Energy Efficiency

Denmark is a front runner in renewable energy technologies – especially Zealand, is a frontrunner. Since the mid 1970´s an entrepreneurial movement has successfully experimented with renewable energy technologies – in energy savings, solar heating, wind turbines and other areas. The making of enterprises have had tremendous support from politics, supportive legislation and open markets.

An informal culture (including politicians, corporations, entrepreneurs and NGOs working with one another) has made it possible for large energy systems to change and innovate. You can see these innovations in research and development (R&D) in renewable energy systems, energy planning which led to district heating, combined heat and power stations, energy distribution innovations and energy efficiency schemes.

We seek to combine areas and get them working together which has led to better buildings, products and services that improve performance and productivity while reducing energy use and waste. There have been public campaigns so everyone can participate. It has been a widely recognized goal to make the economy grow while shrinking energy consumption.

These efforts continue today. People are trying to use more renewable energy and further improve its efficiency. Denmark is at the forefront in developing alternative energy sources such as wind turbines and new storage techniques such as fuel cells.

This small nation has been a leader in wind energy with installed wind capacity of 3.7 MW in 2007 and wind power providing 18% of total electricity. Over 18,000 people are employed in the wind sector and it is highly profitable. Danish wind energy occupies 40% of the world market and Denmark plays a central role in developing the wind energy industry.

The political process has not been free of conflict. There has been a green backlash and liberalism versus state planning which has slowed renewable R&D growth. But since 2008 a new wave of investment and an innovative programme for renewable energy has spurred R&D including the installation of one of the world's largest offshore wind-farms south of the Danish island Lolland.

We suggest tours to renewable energy parks and sites, visits to entrepreneurial networks and companies to hear from pioneers, and meetings with highly engaged green NGO´s, experts, national and local authorities on politics, networking and R&D. Take advantage of our informal style and share your interests with us while we share ours with you and we will all benefit.

Meeting Energy Experts – NGO´s, Ministries and Universities

Arrange a meeting with various representatives from the Danish energy sector at their main offices or on site: *Ministry of Climate, The Energy Business, professors, and municipalities*. You can discuss energy planning and policies; district heating plans; labels and agreements on raising energy efficiency; Cleaner Development Mechanisms and Joint Interventions; support and aid for R&D in renewable energy; enhancing energy service institutions for companies and households.

Wind Turbine Manufacturer

Vestas, the largest wind turbine producer in the world, produces blades. It is located in Nakskov at Lolland. Get an impression of how big the blades are, get an overview of the processing of blades and hear why they chose the location in Nakskov, why the blade profile looks the way it does and about the strategic aims of globalization. The wind industry in Denmark would not be as successful as it is today without the public private partnerships and support from the Danish government in research & development (R&D), testing and standards. In the 1980s, many small Danish companies were developing wind turbines to sell to California, and the Danish Risø laboratory provided test facilities and certification procedures. These resulted in reliable products and the rapid expansion of the Danish turbine manufacturing industry. Around 90% of Denmark's output is exported.

Køge Combined Heat and Power Plant

The cozy old port city Køge with its many 17th century houses and narrow streets often smells of sweet "wooden bakery" in the open. Junckers Industries manufactures parquet floor and processes beech wood for several purposes. Nearby the Køge CHP plant uses wood chips and sawdust from Junckers Industries in two wood-fired boilers to supply electricity to the East Danish high-voltage grid. But it also sells the steam to be used both as process steam at Køge Biopillefabrik (for compressing sawdust) and at Junckers Industries (to compress and stabilize parquet flooring staves). A symbiosis!

Visit to Renewable Energy Sites and Communities

Zealand has many on and offshore wind farms. We recommend a guided tour to the large Vestas 3MW 90V turbines near Nakskov where you can get up close to these giants and give them a hug. Or try an impressive event, a guided boat trip to Nysted wind farm.

Nysted wind farm consits of 72 turbines located 10 km from shore. The turbines generate enough electricity to supply 145,000 single family houses with renewable energy.

Kalundborg Energy Site

In Kalundborg, visit the world famous industrial symbiosis! They are a web of companies which exchange resources in over 20 projects. One company's biproduct is an important resource for other companies in the Symbiosis association. The Asnæs power plant thus produces gypsum as a residual in clensing sulphur emissions, and the gypsum is being re-used in the local Gyproc gypsum company. Kalundborg is part of Cluster Biofuels Denmark, an R&D network with local industries, Statoil oil refinery, DONG Energy Company and several universities. The cluster is currently working on finishing a large test plant for 2nd generation cellulosic ethanol. This is ethanol energy made from straw and waste, rather than food. It will be produced at Inbicons demonstration plant, where Statoil has a refinery. The plant will deliver five million liters over the first two years.

In Kalundborg, visit the café and restaurant Edderfuglen located at the scenic tip of the peninsula Røsnæs. The kitchen is mainly based on local food and serves homemade bread.

While in Kalundborg visit one of the many biomass heating stations fired with straw from nearby farms. They serve as a renewable substitute to coal or oil fired heating on the farms.

Lolland Energy Community Test Facility

Lolland has joined with companies, international researchers and energy consultants to form Community Testing Facilities of Lolland (Lolland CTF), an international test- and demonstration platform for new sustainable energy solutions. Lolland CTF is founded on local resources and experiences. It is aided by the Danish government's efforts to promote environmentally efficient technologies in wind, hydrogen and fuel cells, water/wastewater, biomass and biotechnology. You can visit over 30 sites on the island.

- Rapeseed bio refinery where they make bio-diesel.
- Combined heat and power plant in the district. The fuel is household waste which is incinerated.
- See the large Vestas turbines on land, or one of the world's largest offshore wind farms.
- Biomass fired combined power & heat stations.
- Hydrogen Community Lolland in Vestenskov which demonstrates how wind power can be stored as hydrogen for later use and the heat from this process is used in buildings. Be sure to visit their demonstration room.
- Onsevig Climate park combining climate mitigation and adaption: dykes keep sea water out. These same dykes form pools in which algae is cultivated for energy use, fodder and food.
- BASS, international climate- and energy knowledge centre.

Discuss new institutional partnerships, the role of public policy and planning, and economies of scale.

Eco Communities and Sustainable Dwellings

Eco Communities

In 1971 the now famous Christiania community was established and became a success in social integration, arts, events, self organizing, and owner building – even though back then the community was generally viewed with scepticism. Christiania became an inspiration for other eco-society enthusiasts and today more than 20 such communities have emerged all over Denmark.

Enthusiasts, builders, artisans, contractors, and municipalities have, over the years, learned by doing. They have established ecological settlements, communities, and villages and in the process these dedicated people have today established planning procedures with the local municipalities paving the way for those who come after them.

When you visit several of Denmark's eco-society communities you will get an introduction to the rich variety of ideas in the movement and the active communities by a member of the Danish Eco-village Network.

Eco-village and Eco-Profiled Housing Areas

Take a study visit to Munksøgaard, situated in Roskilde next to Roskilde University. Enthusiasts formed the idea for the ecological community based on eco-friendly dwelling materials, organic farming and car-sharing among other ideas. It was built primarily by a non-profit building association and the citizens themselves. The community is noteworthy for the diversity of housing types, ownership modes and integrating people of all ages, including children, youth, adults and the elderly. Knowledgeable residents will be happy to guide you and discuss various topics on eco-communities, health promotion, everyday life, and community cohesion and serve you a cup of organic coffee with a light snack.

In Roskilde at the residential Trekroner area where Munksøgaard is located, you will also find a number of modern types of multi-story buildings, communities and dwellings with a social and ecological twist.
www.munkesoegaard.dk

Vikings

Roskilde used to be the capital in Denmark where the king resided, so visit The Viking Ship Museum, situated on the edge of Roskilde Fjord, where five ships were excavated from the sea. The Vikings built dwellings and ships out of timber grown in Denmark, and you will note that researchers working on ship construction, based right in the museum, found the sails were made of organic materials – wool and linen.
www.vikingeskibsmuseet.dk

While in Roskilde do not miss the cathedral, built 800 years ago. It is where most of the Danish monarchs are buried. Quite impressive!

In the older part of Roskilde you will also find Gimle, a charming old waterworks building which was renovated and turned into a music café with a restaurant where you can get a light lunch. They serve organic dishes in a lively atmosphere.

Organic Construction Materials and Architecture

Another trip could be a visit to innovative construction firm Egen Vinding og Datter, situated in an old farm building near Ringsted. They pioneered building ecological homes and doing green renovations in Denmark within a low-tech construction line based upon "open construction," with natural ventilation, and eco-friendly materials, such as windows, doors, bricks and insulation materials. They produce the sustainable building materials themselves, including paint that is so pure you can drink it.

Hallingelille is a community that has a close relationship with Egen Vinding og Datter, and has organic building culture and architecture. It is a community based upon principles of green building, organic farming and spiritual commons. Various technological trajectories in building styles, materials and architecture are used and you may go in depth to understand organic construction techniques. You can choose to include a guided tour and discussions with some of the builders about cob-, dome- and timber frame construction.

Manor Eco-Community and Large Scale Farming

Svanholm is a large, famous eco-community in which residents pioneered running a large scale organic farm based on shared economy. All members own and contribute to running the farm and all reap the rewards of the organic goods sold. Svanholm also hosts an eco-housing company and is a partner in the company Fibre Tech producing insulation bats made from flax. You can get detailed insight into eco community development and social innovation. It is a tale of the sustainable life, indoor/outdoor work, everyday organizing, political networking and market impacts.

Dragsholm Castle

We recommend that you enjoy a meal in Dragsholm Castle's restaurant on the way to the next visit or for a dinner and overnight stay. This is a medieval castle where they specialise in using local, sometimes organic foodstuffs in their Nordic kitchen. The main building has been renovated and turned into a hotel where you can feel the special atmosphere and hear the exciting story of the Castle.
www.dragsholm-slot.com

Sustainable Dwellings

In addition to visiting eco-communities you can spend a day viewing some of the sustainable dwellings on Zealand. Sustainable dwellings are established at a few sites and can also show how Danes live their daily lives. These houses display one way in which Denmark has achieved its remarkable energy savings. The energy crisis in the 1970´s led to advances in insulation, which raises the energy efficiency of houses. It also led to experiments in high-tech, low-energy building styles which took energy consumption into consideration. But the idea did not really take off until this century when it resulted in urban planning and private construction of eco-friendly low energy dwellings.

Low-Energy Community

Stenløse Syd is a suburban area with nearly 800 homes, planned and developed by the municipality's spatial planning and local Agenda 21 offices. All the buildings are low energy homes, with solar heating, use of rainwater for toilets and laundry, free of PVC plastics and other chemicals. There are a variety of styles including single, private houses, apartments for rent, terrace houses, low energy kindergarten, etc. A passive house consists of prefabricated blocks – which look a bit like shipping containers – forming 2-story homes. There is public transportation nearby so residents can skip the car. The people are often open to having visitors – you could find yourself invited in to a private home or you may be guided around while discussing the technical details, regulatory background and public awareness in eco housing.

CO2 Neutral Dwellings

Kyoto is a small, very modern community with 24 pre-fabricated dwellings, geothermal heating and solar cell electricity generation. The community is CO2 neutral. A representative from Green Housing, a knowledge center in Køge, will meet us. You can ask about green housing, energy savings and integration of renewable energy.

Eco Single Family Houses – Swan Labelled

In Herfølge area, just south of Køge, you will find a suburban village of private low and zero energy houses. It is a privately financed project, where each owner is responsible for the design and material of the home. This has resulted in quite a pleasing variety of architectural styles with various climate and environment profiles. The area was made an experiment for innovation among building companies in order to enhance the technical and organizational skills to develop sustainable houses. Thus, the experiment has led to the first standards for eco-labeling houses by the Nordic Swan label.

Waste as Resource

With the introduction of new materials, products and chemicals, Denmark has developed a functional infrastructure to handle solid waste, sludge from waste water treatment, chemical waste and wet household waste. Today Denmark has one of Europe's most efficient waste treatment systems, especially focused on incinerating waste for combined power and district heat. This makes it worthwhile to visit many of the waste separation systems and incineration sites.

The basic structure of the waste system is that all companies and households must sort their waste; it is mandatory to sort out specific fractions of paperboard, paper, plastics, glass, metals, chemicals, and electronics. Many of the latter products are managed for re-use or recycling. Chemical waste is either stored or incinerated at Kommune Kemi central chemical waste handling plant. Solid waste from households, companies, construction sites and demolished buildings are separated, incinerated, deposited or re-used. Worn-out tires and batteries are reused; bottles and cans are recycled. A whole market of gathering, distributing, sorting and manufacturing used tires and bottles is well organized.

How do we make this business run? Laws make it mandatory for industries, retailers, farmers and households to sort and bring parts of the waste to recycling sites and to sort household waste. Waste transportation companies must be licensed in order to avoid dumping etc. but in general the system works by fees and levies supporting a profitable waste market, corporate waste management regimes, public control programmes and campaigns. The government charges fees and taxes to encourage municipalities and companies to use as much of the solid waste for power generation as possible.

Collection and sorting is so good that open landscapes and nature in Denmark are almost free from bottles, tires, batteries and other kinds of problematic waste. But of course, Denmark still has room to improve and to learn from visitors!

We suggest visiting sites in Zealand where companies and authorities handle waste for a more energy efficient and cleaner Denmark. You can find more relevant visits on the Energy pages 6-9.

Waste Reduction

Minimizing waste production is the most advanced way to handle waste. A visit to Solrød municipality's environmental department will give you an idea of how controls, fees and regulations may be helpful in enhancing innovation for waste reduction at local companies. Companies who have engaged in concrete dialogues and negotiations with local environmental inspectors in finding technical ways to lower their waste production, will be happy to share their experiences.

Another preferable way to reduce waste is to recycle it in a continuous loop, as in the Cradle to Cradle concept. Construction materials manufacturer Egen Vindning og Datter in Ringsted who does exactly this, will share their secrets with you.

Waste Separation

Visit Nakskov Industrial and Environmental Park on Lolland, to see one of the most advanced waste separation and recycling sites in Denmark. Citizens bring in waste and sort it into different fractions, see how it works with different waste handling measures and understand the recycling culture.

Uniscrap A/S in Næstved, is a company which sorts waste and recycles paper and cartons, metal, plastics and electronics. All waste is received from municipal waste dumping sites, or recycling sites. Pay a visit and ask about the recycling percentages, how the EU´s WEE directive influences waste handling, and what the environmental and climate profiles are.

Waste for Industrial Use

Visit Daka Bio-industries in Ortved, one of the most advanced companies within the rendering industry. They produce energy, biogas processing components, fertilizers, cement-product additives, and other technical uses out of various animal by-products from catering businesses, restaurants, slaughterhouses and farms.

Bottle Recycling

Waste recycling in Denmark has been focused on forming markets for recycled paper, car tires, jars, plane glass, metal, electronics and some construction waste. The bottle recycling system is of special interest as it handles waste in separate recycling streams. You may visit any supermarket to see the bottle refunding system, where consumers deliver empty bottles for re-use. This is handled by the breweries. We suggest a visit to Kroghs Flaskegenbrug A/S, Solrød that sorts and washes bottles outside the refund system. Get a presentation of their environmental profile, technology flow and infrastructure. Visit Lyckebye Industrial A/S, located in Solrød. The company makes resins for bottle labels based on potato and milk enzymes enabling easy reuse of bottles in the refund system.

Waste Incineration for District Heating

Today over 20 municipal, combined-heat-and-power generating stations are running on solid waste. That's a lot for a small country like Denmark! These stations are shaping a competitive market for dry, solid waste, and a very cheap energy supply.

District heat planning has proven to be an efficient way to reduce fossil fuel consumption and lower CO2 emissions. In Denmark, more than 60% of space and water heating is provided by district heating systems. In 2007, 80% of this heat was produced by combined heat and power plants.

Kara Novoren, Roskilde, turn waste incineration from the city to heat for the citizens. Take a tour of the plant and follow the process from waste handling and separation to waste incineration to heat. Be sure to ask about the infrastructure and economy, which pollutants are produced and how they are prevented, what the energy efficiency is and where the future will take us.

Biogas from Waste

In some municipalities wet waste is used for biogas production. The resulting gas generates electricity and the other product is used as animal fodder. It may also be incinerated or composted

The biogas plant Hashøj, near Ringsted, uses organic waste from farms, restaurants, and the food and beverage industry. The plant is owned by a farm cooperative and the biogas is used for a local thermal power plant. Arrange a visit and hear about the promising future of this local energy source.

Solum, a waste corporation in Holbæk, is worth a visit. They process combined biogas and compost. Their raw material is from source separated organic waste received from households and sludge from public waste water treatment plants. They use this to make biogas. The biogas byproduct is composted and used as a combined soil improver and fertilizer for gardens and farms.

Organic and Biodynamic Foods

Denmark has a remarkable record per capita in organic food sales, agriculture and manufacturing. It was the first country in Europe to introduce an act on organic farming in 1987, with production guidelines, a control and certification system, and an eco-label. During the last decade sale of organic food has doubled many times and high quality delicacies, cakes, beer, etc. have spurred new market developments.

We recommend you spend a few days on Zealand learning about the Danish organic way of living. Zealand has a lot to offer visitors including beautiful sights, great tastes, and stable to table insights. We have an informal culture that allows you to meet entrepreneurs and decision makers to get information about our experiences, institutions, markets, standards, consumer trends, etc.

The best way to become familiar with organic food producers on Zealand is to visit them in clusters, where you can visit farmers and producers with exceptional knowledge and experience from organic growing, manufacturing and marketing. But also see, smell, taste and touch many products to give you a rooted, tangible experience of the many foods Zealand can deliver. And to be informed about the quality measures, the scientific research and technical development of organic farming and food production.
Some of the most fertile land in Denmark is on the islands south of Zealand: Lolland, Falster, Møn, etc. The traditional crop was sugar beets, but that production is fading out. Many of the farmers have now become organic food-producers.

Lolland and the small islands – Goats and Apples

Start the visits on Lolland by going to Knuthenlund dairy farm, the largest transition from traditional to organic farming in Denmark. It is an estate covering 1000 acres. The owner specializes in goats and sheep, producing milk from which she makes award winning cheese, yoghurt and ice-cream. The dairy, in one of the buildings on the estate, has a glass wall behind which you can watch the production. You can meet the owner, hear about the organic transition, and buy goat and sheep meat and dairy specialties on-site.

Another choice could be a short ferry ride to Fejø, one of more than 400 small Danish islands. Visit a family owned apple farm where high quality cider is brewed on the organic premises, and the owner may introduce you to the special island conditions for growing tasty apples. Fejø also has a restaurant serving organic meals, Clara Frijs, where diners enjoy a fantastic view of the sea.

There are several smaller organic fruit and vegetable farms on these islands which you can choose to visit according to your interests. We recommend staying the night in Saxkøbing Hotel, famous for its kitchen using primarily local food. At the southern part of Zealand, visit Marjatta, the anthroposophist community for the disabled, with a full biodynamic vegetable garden, cattle farm and dairy, and artisan workshop and gift shop. They may guide you on tours in the many organic and biodynamic sites, and introduce you to the practice and principles of this sustainable community.

Being near Onsevig you should choose the unique restaurant “Den Fuldkomne Fisker” (the perfect fisherman). They serve organic meals with fish or a special selection of organic meat, such as lamb from Knuthenlund. The owner may tell you about the challenges and options in building a cuisine from local products.

Ringsted Eco-District

The Ringsted Eco-District features farms, dairies and other food producers who cooperate on an informal basis as well as being members of the many traditional cooperatives all farmers form. The farms are located in a characteristic Danish landscape with green fields, small woods, streams and soft hills.

Krogagergaard specializes in organic beef and pork production with their own slaughter house on sight. It is a bed and breakfast farm very popular for families with children. They also produce organic vegetables, which are sold along with organic meat products in the small farm shop and in a popular subscription where consumers receive weekly deliveries at their home or business.

Osted Mejeri, an organic dairy, packs and distributes milk, butter and cheese to nearby shops and supermarkets. They control the whole chain from collecting the milk from nearby organic farms to delivering their products to local outlets. The milk is always fresh, delivered the same day. The dairy is worth visiting to see the technical

innovations such as use of organic biodegradable packaging and for a talk with the pioneering dairyman. Be sure to visit the dairy shop while you're there.

Organic Drinks

At Køge, Braunstein Schnapps and Whiskey Distillers offer those with a thirst an idyllically situated cozy home by the port. The door is open to the visitors center, guided tours, beer brewery, distillery, and whiskey library. Years of thorough research into where to find the best ingredients and what type of distillery is the most versatile, has led Braunstein to introduce organic whiskey, tailor made slowly and in small quantities but to the best possible quality. www.braunstein.dk

Herslev Bryghus micro brewery is situated at an old farm where they grow malt barley. The brewery is family owned and operated. They may serve you different flavors at the brewery shop, and of course, you are supposed to pick the organic ones! Choose the organic Christmas beer, the Indian Pale Ale or the basic lager! The brewer arranges guided tours.

Roskilde Organics for Schools

In Roskilde arrangements can be made for you to visit various sites in the organic stable-to-table chain, that supplies many public schools with daily organic meals. The food processing, packaging and menu managing company Frydenlund, and the municipality of Roskilde both play important roles in creating this culture of organic food for children.

For an afternoon visit you might go to Hesselbjerggaard, an organic Dexter cattle and sheep farm near Roskilde. You may enjoy organic coffee or tea with some homemade pastries in the large greenhouse surrounded by tropical plants. The owner has introduced renewable energy supply, artificial wetlands, and organic fruits. The farmer has been elected to the organic division of Danish Agriculture and Food Council, and may introduce you to the organizational, political, economic and regulation aspects of his business.

Kalundborg-Holbæk Organic Meat

At the peninsula Asnæs, visit Mineslund - a farm specializing in organic beef cattle. They have a large stock, run a butchery and produce a selection of meat products, which they sell in their own shop and deliver to private customers all over Zealand. East of Kalundborg an organic, outdoor pig farm, Geelstrupgaard, is run by Jesper and Randi Adler. It is worth a visit to see how pigs can live in ethical circumstances, and the quality of the pig meat is of highest standard. You can also hear about the pig trade in Denmark, the conditions for breeding organic pigs and how the market is run.

In Holbæk be sure to visit the fully organic butcher's shop. They have hundreds of organic meat products, from neighboring sheep-, pig- and cattle farms. Arrange a meeting with the owner and butcher. At the shop you can buy any of up to 40 flavors of the spicy sausages, and have an organic sandwich with matured ham, green salad and pickles stuffed in a role made of heirloom wheat from the nearby organic baker Sophus Bager – it's the local specialty.

The Eco-Tourism Project

The Environmental Tourism Project "Eco Learning Experiences" aims to provide high quality experiences in Region Zealand about the environment developed from the expertise we've gained. We identify and develop environmental tourism by combining knowledge on tourism management with environmental knowledge of local eco innovations in renewable energy, eco villages, low energy consumption units, organic farms, green accommodation, cleaner products, etc.

The Environmental Tourism Project tracks down great environmental initiatives in the region, and decides if each one can be a learning experience. We write its background story and assist tour guides and companies to develop attractions. Region Zealand's good environmental initiatives become attractions because we provide excellent training to staff and tour guides. The people who developed these solutions have the opportunity to showcase their work. We aim to give each visitor practical insight into what it's like to work with sustainable solutions.

The project partners are environmental professors and other experts from the Tourist Guide Diploma Programme at ENSPAC Dept., Roskilde University, two travel agencies – BDP and Viewpoint Travel Scandinavia, and the regional tourism organization VisitEast-Denmark

We market our eco study tours by our two commercial partners, where information is spread worldwide to travel agencies who provide tour suggestions for their customers.

The project was awarded with the Danish Tourism Council's initiative Prize in 2009: *Through innovation and cooperation the project has shown a path to new tourism concepts that can create new value and growth in Danish tourism.*

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